

SHORT COATS LATEST PARIS VOGUE

Color Is Persistent and Forces Its Notice in Many Ways.

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Color is persistent and tries to force itself upon the notice of the Parisienne in various ways. One of its favorite devices is to tempt her with the little short coats of material differing from that of the skirts, which are the strongest fashion note in Paris at the present time and which are the logical outcome of the short fur coat which triumphed in the winter mode. Many materials are used for them, materials as widely different as leather and chiffon; but perhaps the favorite fabrics of the moment are the blistered materials or their kin—the cloquellas and baragadines of Rodier, and the satins gaudies, which go by the name of satins glaciers and satin persan, of Bianchini. It is said that these blistered and fluted materials will continue to be among the most successful in the autumn mode.

These short coats may be of three types, but they are all about the same length. They are easily fitted to the waist, with a little spring at the hips, or they are of the straight, belted type. A third variety is the little jacket which falls from the shoulders, either straight or with some fullness—but this is well in the minority.

Premet makes a short jacket of black chiffon entirely covered with embroidery done in a silk lace, shading from gray on the shoulders to black at the hips. This model is belted with braided black grosgrain ribbons at a point just below the normal waist line—only one of the many indications that the barometer of the waist line is once more on the upward trend; we meet with new examples of this tendency every day. Braiding, soutache and embroidery with the flat silk string, called in French "lacet," are favorite ways of introducing color in these short jackets, but the shade chosen is very apt to be nothing more intense than beige or gray. The wool tapestries and very discreet wool broches are sometimes used for these little models, black and silver, or Irish green and black being typical combinations. Here and there we find red embroidery on blue, but red in general has been too popular to be smart any longer.

Bianchini's satin glacier in gray is used for a straight model, braided with woven strips of gray leather; the collar is made of one of the stuffed rolls of the material, which are borrowed from the edges of the Japanese kimono and which appear on many models—on short jackets, long coats and capes. Cashmere materials in their rich coloring are also chosen for these jackets, and they are frequently fringed with monkey fur, which retains all its previous popularity and has achieved perhaps a little more.

In his February collection Worth showed a suit with a short coat of black serge and a skirt of black kasha, an attractive model which is quite often seen at the races. Lelong also uses leather for these coats, especially a blistered variety which he calls "pau cloky." Thus we have a range of materials, including woollen fabrics, all the various crepes, satin, the blistered and gauze, silks, chiffon, and even leather. Velvet is about the only material which has not so far been used for a coat of this type.

Worn with these coats is usually found a skirt of crepe marocain or of crepe satin or of the plain material, such as serge or kasha, if the coat is embroidered. These skirts are short rather than long, usually well above the ankle, for the best taste reserves the ankle length for more formal wear. It is true, however, that the woman who exaggerated the shortness of her skirts during the reign of abbreviated petticoats is now engaged in exaggerating their length. If these skirts are of one of the silk crepes they are apt to have a cluster of pleats at the sides, and they are frequently hemstitched very obviously at the hem.

Grey charmeuse satin is the soft and becoming fabric of which the graceful evening wrap is made (top center). The large puffed collar, one of the new notes of the season, forms a becoming frame for the face. Side panels, which turn under at the bottom, are finished with a shirred heading of the material itself.

Figured crepe de Chine must be carefully treated when it has a large, bold design, as in this model (top right), with its deep V-neck-line finished with a white moiré border. The long, tight sleeves have a pleated frill of white chiffon, which is repeated in the jabot. A white ermine pompon trims the black straw hat.

Even children's fashions are influenced by the tremendous vogue for the brilliant and exotic embroideries of the Russian and Balkan peasants. These are particularly effective upon a white frock or smock; crepe de Chine, voile, and sponge are among the favored mediums. An interesting model, not only exploits the peasant embroideries, but plainly shows the inspiration of the typical peasant costume in shallow, gathered neckband, long, full sleeves and short, straight trousers.

Organdie is probably the most delightful of the season's materials, particularly charming in youthful afternoon costumes. Cowslip yellow, untrimmed except for self frillings along the graceful collar, sleeve ruffles, and deep scallops of the skirt, is the refreshing tint chosen by the model (No. 6663) illustrated above. The mode has also expressed a decided preference for wide hats of organdie to match the frock for the country club tea hour.

A charming example of the little odd cape, which rivals the short coat of different material from the frock, is of heavy satin, cut quite circular and bound on the edges, and on the slit in the left side, with narrow, matching, cire ribbon (bottom figure). A flower made of this ribbon catches the fastening on the right side.

Old Fashioned Alpaca For Hot Weather Suits

NOT since other days have the Americans paid such attention to mohair and alpaca. The two weaves have so much in common that their names are interchangeable, and under either name they are admirably suited to the American climate.

Men have worn dark blue alpaca from June to October and in certain sections of the country it has been carried on from day to evening. Men have rebelled against the dinner jacket on hot nights except for formal affairs and they have often broken the conventions by being exceedingly comfortable in a saque suit of thin mohair at the dinner table.



No. 6663—The charm of the organdie frock. Bottom figure—Separate coats and capes vie in popularity. Upper right—Black and white is a popular combination. Upper center—The large puffed collar is featured on many wraps and coats.

Women wore alpaca about fifteen years ago. High priced tailors asked as much for it as for suits of broadcloth and serge. The jackets were lined with China silk and there was a bit of ornamental braid, but the effect was severe.

France has revived these alpaca suits because of her recent hot summers. During the war she shivered with cold in August as in December, but the last two summers have made her gray for breath and they caused American tourists to wonder why no one had warned them that Europe was like this.

In memory of zibacco days France launched the alpaca suit the week the first hot weather came to town. She is quite pleased with it; she offers it to Americans as one of the things with which they should be most familiar. The new styles carried out in this fabric are not severe. They take on the suppleness and grace of sport clothes. The jackets are hip length and usually sag over a narrow, loose belt. There are one piece frocks of alpaca which have a V shaped panel of white crepe



de chine down the front, fastened with buttons from neck to hem.

Blue is the preferred color, but the woman who uses dull green or fog gray contrives to lift herself out of the rut of the commonplace. The gray alpaca makes an admirable gown or suit. It is especially attractive in overblouses with fine gray silk braiding. These are worn over homespun or crepe de chine skirts. Fanciful alpaca blouses borrow a gay touch from other costumery using embroidery in narrow silver braid, so supple that it does not stiffen the outline nor add to the weight.

The world once wore alpaca and foulard during the same era, and smart women will wear both fabrics this season as though they were repeating consciously an old and well tried experiment.

There has been considerable advance in the design for foulards. Do you remember when they were nothing more inspiring than conventional sprigs of vines with bright flowers in regular formation? Nothing could have been uglier on a soft silken surface.

After the small vines ceased and their ugliness did not bar them from fashion, women suddenly found that manufacturers were offering them polka-dots; to catch their attention first these were small, then they grew to the size of hen eggs. There was little color variation in the designs even when vines gave way to circles. Black against white, dark blue against cream, the usual combinations, seemed to satisfy the public taste. Possibly few women realized then they should not indulge in polka-dots unless they had the attenuation of youth, but they know better these days. So the stout and middle aged are apt to keep away from such bold figurations. After polka dots, the fabric ceased to stimulate interest.

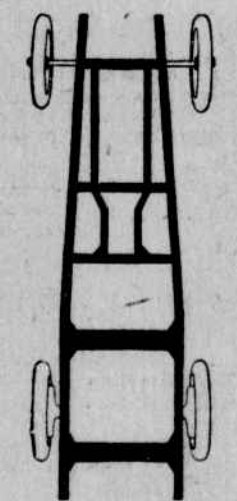
Studebaker Bodies Don't Rattle or Squeak

Studebaker bodies rest squarely on the chassis frame—not on the body sills. The body and the frame form a rigid unit that successfully resists the rack of the road.

Studebaker bodies are built in Studebaker shops by men, many of whom have been building vehicle bodies for Studebaker for upwards of 30 years—and their fathers before them. Studebaker has been building fine bodies for seventy years.

Studebaker Special-Six bodies, because of their quality and soundness, weigh more than those of other cars around the Special-Six price. You cannot skimp in material and build a body that will not rattle.

Freedom from rattle or squeak is just another of the fine-car refinements that emphasize the extra value of the Studebaker Special-Six.



The Special-Six chassis frames 7" deep. It tapers from a width of 29" in the front to 41" in the rear, so that the sides of the body fit perfectly without overhang. Five cross-members prevent the distortion that eventually causes bodies to squeak.

| MODELS AND PRICES—f. o. b. factories | | |
|---|---|---|
| LIGHT-SIX 5-Pass. 117" W. B. 40 H. P. | SPECIAL-SIX 5-Pass. 119" W. B. 50 H. P. | BIG-SIX 7-Pass. 134" W. B. 60 H. P. |
| Chassis.....\$ 875 | Chassis.....\$1200 | Chassis.....\$1500 |
| Touring.....1045 | Touring.....1475 | Touring.....1785 |
| Roadster, 2-Pass. 1045 | Roadster, 2-Pass. 1475 | Roadster, 2-Pass. 1985 |
| Coupe-Roadster.....1375 | Coupe-Roadster.....1750 | Coupe-Roadster.....2150 |
| Sedan.....1750 | Sedan.....2350 | Sedan.....2700 |

Cord Tires Standard Equipment

Studebaker

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BROOKLYN—NEW YORK

Please Notice:—Store Hours now 9 to 5—Closed all day Saturdays

The Most Wanted Sale of the Summer Silk Frocks of Elegance

At New Low Prices. All Sizes for Misses and Women Such Frocks Are Suitable for Daytime and for Evening

Dressy Silk Frocks

Pictured Below

Showing the drapery of Paris and the Uneven Hem Line

at \$15.75

Originally \$21.75 to \$29.75

At least 15 styles, in a good size range. Of many only one or two copies. Only space to picture two, but these present the youthfulness and the grace that characterize every one. Whether for day wear or for the lovely hours after candle-light, there is a Frock for every occasion.

Loeser's—Fifth Floor.



Formal and Informal

Silk Frocks

at \$29.75

Originally \$39.75 to \$55

Only space to picture two (above), but the selection is almost unlimited; and, best of all, chiefly one of a kind. Laces combined with silk and with Georgette are in the lot. Many combinations of black and white that have a surpassing elegance about them, even at this low price. Plenty of colors, of course.

Loeser's—Fifth Floor.

Silk Frocks: Modish

Pictured Below

Long Graceful Tunic Modes That Speak the Note of Hospitality

at \$21.75

Originally \$35 to \$39.75

More than 20 styles from which to choose, of which two are pictured, but the number of copies of each style is limited. There is a type for youth and for maturity at this price, so mother and daughter can both be suited in this lot. The color selection is fine and the trimmings are delightfully arranged to emphasize slenderness.

Loeser's—Fifth Floor.



This Is One of the Greatest Sales of the Year, for New Purchases Are Added to Loeser Stocks

The Silks Include
Cantons, Georgettes,
Crepe de Chine,
Crepes, Foulards.

The Colors Include
Navy, Black, Beige, Rust,
White, Navy-and-White,
Black-and-White.

Loeser's—Fifth Floor.

Decorated Sanitas Lunch Sets Centerpieces and Doilies

At Very Special Prices

THESE Decorated Sanitas pieces and sets are very effective for summer homes, and perhaps nowhere will you find them in wider range of pretty designs than in the Loeser Needlework Store.

It is also a fact that Loeser prices for these much admired Sets are lower than is usual. For instance:

13-Piece Sanitas Sets for \$1 Regularly Sold for \$1.39

In fruit, conventional and floral designs; each set consists of 1 Centerpiece 20 inches in diameter; 6 Doilies 10 inches in diameter, and 6 Doilies 6 inches in diameter.

10c Doilies for 5c 50c Centerpieces, 25c

Lithographed Sanitas pieces of unusual quality but subject to slight imperfections. The Doilies are 6 inches in diameter. The Centerpieces are 22 inches in diameter.

Luncheon Sets for 69c

Consisting of one 20-inch square Centerpiece and four 11 1/2 x 16 1/2 oblong Place Covers.

Place Covers 15c Each Similar design to the above.

Loeser's—Second Floor.

Women's \$1.75

Long Silk Gloves, \$1.29

MANY WOMEN will like this chance to buy high grade, perfectly fashioned Milanese Silk Gloves for \$1.29 a pair.

All are in sixteen-button length, in white, black and colors, with self backs and double-tipped fingers.

Loeser's—Main Floor.

Corsets

in a Clearance At \$1 to \$2.95

AN ASSORTMENT of styles in well-known makes of Corsets have been gathered together and marked at reduced prices. There are elastic top models and medium top models in a variety of styles, but not every size in every style. Pink and white batiste, coutil and brocade are the materials. Sizes 21 to 36. Included are these makes:

Loeser Special, Warner's Rustproof, C. B., American Lady, R. & G.

Loeser's—Second Floor.



500 Summer Blouses

Special Purchase \$2.95 and \$3.95

NETS, Crepes de Chine, Jap Silks and Sheer Voiles, in very smart models that have a typical summer look; so cool and youthful in their mode.

We Think the Nets Particularly Youthful

and if you will look at the picture you will agree with us, for the large plaited Puritan collar, held by its little black ribbon cravat, is the very essence of girlishness. The net Blouses are cream.

In the Lot Long and Short Sleeves and Great Variety of Necklines

The crepe de chine Blouses are reduced from \$5 and \$5.95, and are here in white, flesh, bisque, navy, henna, and the Jap silks are entirely white; so this gives a very great variety from which to choose at the low prices. In the lot tuck-ins and button backs.

Some Have Wide Real Filet Lace

In the lot 34 to 46, but not all models in all sizes.

Loeser's—Second Floor.

250 Sun-Rain \$6 Umbrellas, \$3.98

WE consider this one of the best values in Sun-Rain Umbrellas we have ever seen, and are very fortunate in procuring 250 more for Monday. This same number went out of the house in no time last week.

The coverings are best quality all silk tape edge taffeta on eight-rib crucible frames. Ferrules and tips of white or amber bakelite. A variety of handles in all bakelite and hard woods, with bakelite trimmings—rings, leather thongs and side straps.

Navy Blue, Purple, Garnet, Black, Green, Brown

Loeser's—Main Floor.

\$2.50 White Sports Skirtings, \$1.10

SILK AND COTTON Sports Skirtings such as we had a short time ago for this same little price. The Skirtings are in an attractive assortment of patterns, 36 and 40 inches wide. A new white skirt for wear with sweaters can be made at home at a small cost. The value is too good to overlook.

Loeser's—Main Floor.

Men's Straw Hat Clearance

To give men the full benefit of the wear-time ahead we announce the summer Clearance of Straw Hats, offering our regular.

\$2 Straw Hats for \$1.50
\$3 Straw Hats for \$2
\$4 Straw Hats for \$3
\$5 Straw Hats for \$4

Also Summer Sport Hats at \$1, \$2, and \$3

Various styles of Palm Beach materials, polo cloths and tweeds.

Loeser's—Main Floor.

Women's \$6.50 One-Strap White Pumps for \$3.45

VERY MODERATE price, but with no reduction at all in the smartness of the style, the quality and the standard of making.

White reignskin one-strap Pumps with white ivory sole, low heels with rubber top lift. The strap and saddle have fine strips of patent leather. Full toe shape and no tips.

Women's \$7.50 Tan One-Strap Pumps at \$4.20

Fine grained tan calfskin one-strap Pumps, medium round toe, straight tips. Welted soles and flat walking heels. In a good range of sizes.

Women's \$8.50 Sport Oxfords, \$5.65

Smoked color calfskin, Blucher Oxfords, trimmed with dark brown wing tip and lace stays. Rubber sole and spring heels. An Oxford for the links or boardwalk.

Loeser's—Main Floor.

Navy Blue Wool Fabrics, Special at \$1.75 a Yard

THE Loeser Woolen Fabrics Section is offering splendid values in navy blue fabrics at this special price. Fine twill Serge, 54 inches wide, in a suitable weight for suits and dresses. 50-inch Poirat Twill in a good suiting weight.

Cream White Costume Serge, \$1.25

Excellent quality cream white Costume Serge for separate skirts and sports suits. 54 inches wide.

Novelty Skirtings \$2.95

Novelty striped Skirtings in Navy Blue and black and white and colored styles. Some Frunella and crepe weaves. 54 inches wide.

Loeser's—Second Floor.